



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Holiday Enforcement Program returns

Extra patrols and specialized investigations create safer holiday environment

Riverside, CA -- The Riverside Police Department launches its second annual Holiday Enforcement Program on Friday, November 23, to continue through the holidays until January 7, 2008. A continuation of last year's initial and successful program of high visibility enforcement and specialized investigation, the Holiday Enforcement Program provides increased safety for shoppers and area retailers.

The HEP involves both uniformed officers providing a visible patrol presence, undercover officers providing surveillance in high traffic areas and specially-assigned investigators to follow up on issues that arise during the holiday period.

Introduced in 2006, the HEP was successful in "hardening the target" -- educating businesses and members of the public about safe practices during the holiday bustle, in providing increased patrols targeted around busy shopping areas, and in keeping track of known persons with a history of criminal activity -- all in an effort to prevent and reduce crime in high traffic areas.

Police personnel will be available to make presentations or meet with business owners about the program and describe problem-solving steps that can be taken to promote safety and reduce crime and holiday losses. Area Commanders for each Neighborhood Policing Center of Riverside can be reached by calling 951.351.6099.

Riverside is a busy, active and attractive place during the holidays. Join with the Riverside Police department to ensure a sensible, enjoyable holiday season for all.

- Lock doors and windows before leaving your home or your vehicle.
- Avoid displaying gifts where they can be seen outside a home or vehicle.
- Watch for suspicious activity and report it to police immediately.
- Designate a driver for party events!

"Don't take a holiday from safety."

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